

Subject: CCA Delivers: Elected Officials Reception, DTLA 2030 and more
From: "Central City Association" <toh@ccala.org>
Date: 07/27/2017 06:26 PM
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July 27, 2017
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- Elected Officials Reception
- DTLA 2030 Committee
- Citywide Film Task Force Special Meeting
- Metro Board Meeting

[Image](#)

CCA EVENTS

Thursday, 10/19, 11:00 a.m. - 1:30 p.m.
Tourism Panel & Showcase
Location TBA

OTHER EVENTS

Friday, 7/28, 11:30 a.m. - 1:30 p.m.
Rotary LA5 Presents A Fireside Chat with Jessica Lall and Bruce Corwin

Saturday, 8/5 - Sunday, 8/6
Angel City Brewery's 5th Annual Avocado Fest

Sunday, 8/6, 7 p.m.
Assemblymember Miguel Santiago's Summer Movie Night - Despicable Me 3

[Image](#)

Wednesday, 8/30, 8:30 a.m. - 10 a.m.
COMMITTEE: DTLA 2030

Thursday, 9/14, 11:45 a.m. - 1:30 p.m.
COMMITTEE: Executive Committee Meeting

[Image](#)

Councilmember Bob Blumenfield; Assemblymember Miguel Santiago; Councilmember Monica Rodriguez; Councilmember Curren Price; Councilmember Nury Martinez; Jessica Lall, CCA; Council President Herb Wesson; Councilmember José Huizar; Councilmember Mitch O'Farrell; and Martha Saucedo, AEG

Elected Officials Reception

CCA members and their guests gathered at **La Plaza de Cultura y Artes** to honor our elected officials and leaders who help move Los Angeles forward. It was great to see everyone outside enjoying the beautiful summer evening and sampling a "Taste of DTLA." We want to give special thanks to the elected officials who joined our event: **Councilmember Bob Blumenfield, Councilmember José Huizar, Councilmember Nury Martinez, Councilmember Mitch O'Farrell, Councilmember Curren Price, Councilmember Monica Rodriguez, Assemblymember Miguel Santiago and Council President Herb Wesson.** Click [here](#) for photos from the event.

Thank you to everyone who helped make this event so successful!

DTLA 2030 Committee

At this week's DTLA 2030 Committee, members heard updates from **Friends of L.A. River, City Plants** and the **Los Angeles Conservation Corps.**

- Friends of L.A. River's new Executive

Director Marissa Christiansen updated members on their current advocacy efforts to revitalize the L.A. River, starting with the Taylor Yard. They are currently accepting RFPs to reclaim the flood plain, reestablish historic wetland habitat, and increase accessibility to this area of the L.A. River that includes the Piggyback Yard and the city-owned, 41-acre G2 parcel. CCA will include the River in our land dedication working group discussions. [Click here for the full presentation.](#)

- Elizabeth Skrzat of City Plants informed members of the Free Trees for Your Business Program, an effort by the city to increase the volume of tree canopies within commercial districts. According to a study by the U.S. Forest Service, the presence of tree canopies is proven to attract more customers and keep them shopping in the area for longer. Customers are willing to spend 12% more for the same product in areas with tree canopies than in areas without. [Click here for the full presentation.](#)
- Los Angeles Conservation Corps' (LACC) Executive Director Wendy Butts walked members through the organization's efforts to train youth for careers in energy, construction, land management, and others. They also established Green Career Pathways with the goal of providing safety training, basic work experience, life skills training, and personal development. Members encouraged LACC to get involved in the local hire implications of Measure JJJ. [Click here for the full presentation.](#)

Citywide Film Task Force Special Meeting

Today, CCA attended the Citywide Film Task Force meeting. We discussed Senate Bill 649, which would allow telecommunications companies to place equipment in the public right-of-way without neighborhood approval. The City of Los Angeles is on record as opposing the bill, and the task force is asking for more time to analyze the bill's potential impacts on the filming industry.

Mayor Eric Garcetti is seeking to raise the film and television tax incentives from \$330 million to at least \$500 million in an effort to halt the erosion of California-based production to states such as Georgia and New York that have larger incentives. The task force will be on hand to support this effort.

Metro Board Meeting

CCA commented on two topics at this month's Metro board meeting: a [staff report](#) on potential improvements to the Blue and Expo rail lines, and the board's proposed transition to an [all-electric bus fleet](#).

- In our public comment on Blue and Expo line improvements, CCA expressed concern that Metro staff failed to evaluate undergrounding the entire Flower Street corridor, including Pico Station, all the way to the junction of the two lines at

Washington Blvd. South Park BID has led this effort, and has been clear that complete grade separation is the most effective way to eliminate conflicts between cars and trains. You can find our letter expressing these concerns [here](#).

- CCA also joined a coalition of business groups advocating for a technology-neutral approach to Metro bus fleet upgrades. The motion put forth by Councilmember Bonin and others sought to expedite a shift away from renewable gas buses toward electric vehicles. Because renewable gas vehicles have fewer overall emissions and are less expensive than existing electric vehicles, CCA advised a data-driven approach to procurement that balances cost-effectiveness, environmental protection, and reliability. Although the motion passed, CCA staff will stay engaged to ensure that Metro funds are invested wisely. Our letter to the board can be found [here](#).

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